



WEWS

ORDER

Print Date 10/25/12 Page 1 of 2

Flight Dates 10/20/12-10/28/12

	<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	<u>Product</u>	<u>Estimate #</u>
315249 /		
<u>Original Date / Revision</u>	<u>Agency Com</u>	<u>Billing Type</u> Cash
10/18/12 10/23/12	15%	<u>Order Type</u> GENERAL
	<u>Billing Contact</u>	<u>Billing Cycle</u> EOM/EOC
<u>Advertiser</u> National Federation Indepen	15260 Ventura Boulevard - Suite #1 Sherman Oaks, CA 91403-5347	<u>Billing Calendar</u> BROADCAST
<u>Agency</u> Target Enterprises		<u>Demographic</u> A25-54
<u>Buying Contact</u>	<u>Rev Codes</u> POL POL ISS	
	Sales Office WEWSN	<u>Product Codes</u> PL
15260 Ventura Boulevard - Suite #1 Sherman Oaks, CA 91403-5347	<u>Sales Region</u> NAT	<u>Priority</u> P-1
	Agency Ref	<u>Advertiser Ref</u>

Primary Account Executive

Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Share 100% Market Value 90475

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
October 2012	32	\$76,903.75	\$90,475.00	16.50	10/01/12	10/28/12	32	\$76,903.75
Totals	32	\$76,903.75	\$90,475.00	16.50				\$90,475.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
October 2012	32	\$76,903.75	\$90,475.00	16.50	10/01/12	10/28/12	32	\$76,903.75
Totals	32	\$76,903.75	\$90,475.00	16.50				\$90,475.00

Totals



Contract / Revision **315249** Flight Dates **10/20/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/23/12

Order Sep 00:20:00

Advertiser **National Federation Indepe** Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 2	WEWS	10/22/12	10/28/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 MTWTF-- 5 \$1,000.00 0.00															
N 3	WEWS	10/22/12	10/28/12	M-F 1-2p Chew	CM	Chew	MTWTF--	:30	5	\$775.00	P-2	0.00	NM	5	\$3,875.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 MTWTF-- 5 \$775.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
5 WEWS 10/22/12-10/28/12 M-F 1-2p See MG 3.6 [na]															
See MG 3.6 [na]															
6 WEWS 10/24/12-10/26/12 1230-1P Right this Minute 1230-1p --WThF---- :30 \$775.00 0.00 NM															
(M) MG for 3.5 10/25															
N 4	WEWS	10/22/12	10/28/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 MTWTF-- 5 \$2,000.00 0.00															
N 5	WEWS	10/22/12	10/28/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	5	\$3,400.00	P-1	0.00	NM	5	\$17,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 MTWTF-- 5 \$3,400.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
3 WEWS 10/22/12-10/28/12 M-Su 630-7p WNT See MG 5.7 [na]															
See MG 5.8 [NA]															
4 WEWS 10/22/12-10/28/12 M-Su 630-7p WNT 630-7p MTWThF---- :30(\$3,400.00) 0.00 NM															
See MG 5.8 [NA]															
7 WEWS 10/23/12-10/28/12 M-F 6-630p News 6-630p -TWThF---- :30 \$3,400.00 0.00 NM															
(M) MG for 5.3 10/25 [per Kym]															
8 WEWS 10/24/12-10/26/12 M-F 6-630p News 6-630p --WThF---- :30 \$3,400.00 0.00 NM															
(M) MG for 5.4 10/26															
N 6	WEWS	10/21/12	10/28/12	M-SU 11-1135P Late NeOM M-SU 11-1135P Late New	11-1135p	MTWTF-S	:30	1	\$4,500.00	P-1	0.00	NM	5	\$22,500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$4,500.00 0.00															
Week: 10/22/12 10/28/12 MTWTF-- 4 \$4,500.00 0.00															
N 7	WEWS	10/20/12	10/20/12	OSU Football OSU vs. Purdue	CM	OSU vs. Purdue	-----S-	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$25,000.00 0.00															
N 8	WEWS	10/22/12	10/28/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	4-5p	MTWTF--	:30	5	\$1,200.00	P-1	3.30	NM	5	\$6,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 MTWTF-- 5 \$1,200.00 3.30															

Totals 32 \$90,475.00